



Example of a Market Research Brief **Mobile Phones Market**

Introductory Comment

Current market offerings to stimulate demand for new mobile services often advertise a particular brand / make of handset within the overall package / network deal. For many customers their decision, and choice of carrier, is influenced by their preference for make/brand of handset available - which in turn is partly based on the reputation of the brand or the customer's likes / dislikes / needs etc.

Aim of this study

The demand for particular brands of mobile phones, and users' post purchase satisfaction with their phones, are issues of growing importance to MCS as we continue to package specific makes / brands of phones with our network offerings.

The main aim of the study is to identify brand awareness; plus the perceived quality ; value and satisfaction for each of the main brands currently in use. Levels of market share and loyalty for each of the main brands will also be estimated, with the view to monitor market changes over time as to which brands are the most / least popular.

By observing changes / trends in the ranking of brands, we can then develop competitive strategies to possibly modify our pricing & positioning strategy for brands marketed by us. Analysis of the results will form an input to the development of our deals / packages, and brands of phones promoted.

Objectives

The attached draft questionnaire addresses the measures planned to be covered, and it reflects our design for a minimum of overlap with other surveys that we conduct at present. Specifically we would be collecting information in the benchmark study that focuses on the following:

- To monitor handset brand awareness (say quarterly) and aim to identify strength of brand preference and relationships with particular marketing activity.
- To establish the degree of loyalty / preference that users, and possibly segments, have with particular brands / makes.
- To measure customer intentions to switch brands, and to identify the main reasons / rationale for their choice / intention.
- To measure brand preferences amongst prospective mobile phone owners - imminent users.
- To identify prominent attributes associated with specific brands - eg; technological leadership, reliability, functionality.
- To identify market gaps (& hence opportunities) between phone supply / availability, and unmet customer needs for specific phone features & functions.
- To measure and monitor whether there are any differences between users of particular brands, in their perceptions of call performance & call quality.

The draft questionnaire contains the suggested respondent classifications & demographic categories to be collected, including:-

- # of phones owned or used
- Network used
- main use of phone- private/personal vs business
- Length of time as a M. Phone user
- Problems experienced
- Whether expectations have been met.

Bill size
of employees at work
occupation, **etc.**

Sampling

I propose that we randomly sample amongst households in Melbourne, Sydney & Brisbane.
I suggest that the total net sample comprises of :

- 300 potential users (acquiring within the next 12 months)
 - questionnaire length approx 6 mins.
- 600 current users - including a quota of 100 digital users
 - questionnaire length approx 16 mins.

BUDGET

The budget for collecting this information can be discussed with our research manager.

TIMING

Your written proposal will be required within 3 days of our verbal briefing (TBA).

Submission of the top-line results for stage one, will be needed four weeks from commencement.

Presentation of findings and final report timings will be considered subject to methodology proposed.

REPORTING REQUIREMENTS

The final report will need to include an Executive Summary that covers each of the objectives and contain summary conclusions. Five bound copies as well as one unbound copy of the final report will be required along with one copy of any tabular analysis.

PROPOSAL REQUIREMENTS

A research proposal is required which :

1. Provides evidence of understanding our research needs;
2. Demonstrates the appropriateness of the proposed methodology;
3. Provides a detailed breakdown of costings, including estimations of expenses
4. Provides details pertaining to any subcontractors to be involved
5. Provides a detailed timing schedule
6. Details the staffing and other resources to be made available
7. Provides an indication of costings for subsequent research on the target market.

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CONFIDENTIALITY CLAUSE, CONFIDENTIALITY AGREEMENT AND CONTRACT

As the nature of this research is commercially sensitive, research commencement is subject to the signing of a standard ABC P/L Confidentiality Agreement and entering into our standard formal Contractual Agreement with regard to conflict of interest and the research specifications.

A typical recommendation may be for a pilot survey to be undertaken as a next step, as this allows the opportunity to examine possible flaws / omissions in the questionnaire.

Xyz
Manager Market Research